

AMENDMENTS TO THE CLAIMS:

Please amend Claims 1-25 as shown below. This listing of claims will replace all prior versions, and listings, of claims in the international application.

1. *(currently amended)* A method of delivering an object relating to a broadcast media stream to a user terminal (110) of a radio system (206), ~~characterized by~~ the method comprising:
broadcasting the media stream by a broadcast system (2000),
associating the object to the media stream in the broadcast system (2000),

delivering an object identification of the object from the broadcast system (2000) to at least one user terminal (110),

presenting the object identification in synchronization with the media stream in the user terminal (110),

sending, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification from the user terminal (110) to a database (208) of at least one object through the radio system (206), and

delivering the object of the object identification from the database (208) to the user terminal (110), which sent the request signal, through the radio system (206).
2. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising providing the broadcast system (2000) with object identifications of the objects available in a database (208) of an object provider.
3. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising creating the objects and the object identifications in the broadcast system (2000) and saving the objects in a database (208).
4. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising delivering the object identification from the broadcast system (2000) to at least one user terminal (110) through the radio system.

5. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising delivering the object identification from the broadcast system (2000) to at least one user terminal (110) as an RDS broadcast.
6. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising sending the transaction signal from the user terminal directly to the database of the object provider through the radio system.
7. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising sending first the transaction signal from the user terminal to a server (204) serving the broadcast system (2000) through the radio system, and sending a signal with the object identification from the server (204) to the database (208) of the object provider.
8. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising associating the object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and delivering the object identification in accordance with the broadcasting timeline of the media stream.
9. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising recording and processing the transfer of each object to the user terminals by means of a transaction processing device.
10. *(currently amended)* The method of claim 1, ~~characterized by~~ the method further comprising identifying the format of the object identification and the object by means of the user terminal, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof.
11. *(currently amended)* A media system relating to a broadcast system (2000) configured to broadcast a media stream, ~~characterized in that~~ the media system further ~~comprises~~ comprising:

a radio system (206) including at least one base station and at least one user terminal (110), the broadcast system (2000) having a connection to the radio system (206),

the broadcast system (2000) being configured to associate at least one object identification to a broadcasting timeline of the broadcast media stream and the broadcast system (2000) being configured to deliver object identifications to the user terminals (110);

the user terminal (110) being configured to receive at least one object identification from the broadcast system (2000) and to present the at least one object identification in synchronization with the media stream, and the user terminal (110) being configured to send, if a user requests the delivery of the object based on an object identification, a transaction signal with the object identification to a database (208) having at least one object through the radio system (206), and

the database (208) being configured to deliver the object of the object identification to the user terminal (110), which sent the request signal, through the radio system (206).

12. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the database (208) of the object provider is configured to provide the broadcast system (2000) with object identifications of the objects available in the database (208).

13. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the broadcast system (200) is configured to create the objects and the object identifications and save the objects in the database (208).

14. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the broadcast system (2000) is configured to deliver the object identification to at least one user terminal (110) through the radio system.

15. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the broadcast system (2000) is configured to deliver the object identification to at least one user terminal (110) as an RDS broadcast.

16. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the user terminal (110) is configured to send the transaction signal directly to the database (208) of the object provider through the radio system.

17. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the media system further comprises a server (204) serving the broadcast system (2000), and the user terminal (110) is configured to send the transaction signal to the server (204) through the radio system, the server (204) being configured to send a signal with the object identification to the database (208) of the object provider.

18. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the broadcast system (2000) comprises a content creation tool (202) configured to associate the object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and to deliver the object identification in accordance with the broadcasting timeline of the media stream.

19. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the media system further comprises a billing unit (330) configured to record and process of the transfer of each object to the user terminals (110) for billing purposes.

20. *(currently amended)* The system of claim 11, ~~characterized in that~~ wherein the user terminal (110) is configured to identify the format of the object identification and the object, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof.

21. *(currently amended)* A user terminal of a radio system, ~~characterized in that~~ wherein the user terminal (110) is configured to

receive an object identification of an object from a broadcast system (2000), the object being associated and synchronized to the broadcast media stream in the broadcast system (2000),

present the object identification in synchronization with the media stream in the user terminal (110),

send, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification to a database (208) of at least one object through the radio system (206), and

receive the object of the object identification delivered from the database (208) through the radio system (206).

22. *(currently amended)* The user terminal of claim 21, ~~characterized in that~~ wherein the user terminal (110) is configured to receive the object identification from the broadcast system (2000) through the radio system.

23. *(currently amended)* The user terminal of claim 21, ~~characterized in that~~ wherein the user terminal (110) is configured to receive the object identification from the broadcast system (2000) as an RDS broadcast.

24. *(currently amended)* The user terminal of claim 21, ~~characterized in that~~ wherein the user terminal (110) is configured to send a transaction signal directly to the database of the object provider through the radio system.

25. *(currently amended)* The user terminal of claim 21, ~~characterized in that~~ wherein the user terminal (110) is configured to send a transaction signal from the user terminal to a server (204) serving the broadcast system (2000) through the radio system, the server then sending a signal with the object identification to the database (208) of the object provider.